

# 2022

## NATIONAL MULTICULTURAL VIRTUAL CONFERENCE AND SUMMIT



January 5 - 7

# SPONSOR and EXHIBITOR PROSPECTUS

## Sponsorship Overview

### What is the National Multicultural Conference and Summit?

The National Multicultural Conference and Summit (NMCS) convenes scholars in our roles as community members, educators, practitioners, researchers, and students in psychology and related fields to inform and inspire multicultural theory, research, practice, and advocacy.

We envision multiculturalism intersections of experiences related to age, disability, ethnicity, gender, gender identity and expression, indigenous heritage, national origin, race, spirituality, religion, sexual orientation, socioeconomic status, and other social identities.

Every other year, the NMCS offers an opportunity for professional continuing education through keynotes, symposia, skill-building workshop sessions, roundtables, difficult dialogues, and poster presentations all focused on current topics in research and scholarship relevant to diverse populations.

### NMCS Host Divisions

- Division 17: Society of Counseling Psychology
- Division 35: Society for the Psychology of Women
- Division 44: Society for the Psychology of Sexual Orientation and Gender Diversity
- Division 45: Society for the Psychological Study of Culture, Ethnicity and Race

### Attendee Profile

NMCS attendees are counselors, clinicians, scientists, educators, students, and consultants who study, work, and specialize in issues concerning ethnic minorities, women, gender identity, LGBTQ issues, and more. In recent years, attendance has varied from more than 500 to 900 attendees.

### Program Format

The 2022 Annual Meeting will be held virtually in consideration of the continued spread of COVID-19.

### Why partner with the NMCS?

As the leading conference dedicated to the advancement of multicultural psychology, the 2022 National Multicultural Conference and Summit offers you exclusive access to professionals and students from a variety of professional and institutional settings. You will be supporting and participating in the largest gathering of multicultural scholars, practitioners, and professionals, which makes it the perfect venue to market your institution, organization, services, or products.

We offer a variety of sponsorship levels and options, all of which include opportunities to (depending on package level):

- Brand and advertise on various areas of the virtual site- put your company's name in front of decision makers in the psychology community.
- Gain one-on-one exposure to expanded/increased audience due to online format.
- Participate with an excellent ratio of attendees to vendors/supporters/suppliers.
- Ensure your company's recognition and visibility before and during the conference, with extended visibility after as virtual site will remain available after the live event concludes.
- Add to the value of the meeting and demonstrate your company's desire to support inclusion and diversity.
- Access data and analytics to provide a clear understanding of attendee engagement.

## 2022 Sponsorship Opportunities and Benefits

### \$10,000 Presenting Sponsor (exclusive, one available)

- Exclusive sponsorship of all General Sessions, Welcome Reception and Entertainment--a unique opportunity to deliver multicultural awareness. Your logo will appear exclusively on the virtual stage backdrop static banner image that is displayed when a session is in progress and is visible to all attendees.
- Exclusive opportunity to offer pre-approved remarks and introductions during Opening Ceremony.
- Exclusive sponsorship of Breakfast with the Stars. Held in a "Speed Networking" style, the participants will get matched one-on-one for quick 5-minute conversations with other participants.
- Top-tier listing on the exhibitor page. Custom exhibitor "booth" to showcase your company's logo, description, contact details, up to 5 promotional videos and hyperlinks, and other product and service collateral.
- List of registrants before and list of attendees following the event.
- Exclusive recognition in two event platform announcement alerts (including call-to-action), and in three posts from official NMCS Social Media feed on Facebook and Instagram. Sponsor may provide verbiage subject to approval.
- Five complimentary conference registrations.
- One custom eBlast message to targeted pre-registered attendees and attract them to visit your booth with your company literature or special offer. Lists are not distributed to exhibitors directly and campaigns are sent by the NMCS team. Your campaign requires you to identify a target date and time and provide your HTML content. All content must be approved.
- Company logo featured on the conference website with hyperlink to your company's site.
- Superior recognition throughout the conference for this premier level sponsorship, including top placement and prominent listing on virtual event site.
- Lead information post event.

### \$5,000 Gold Sponsor (limited availability)

- Sponsorship of event programming at Summit. Session types include the following, which may be reserved on a first-come first-served basis based on the date both application and payment are received:
  - Symposia
  - Film
  - Difficult Dialogues
  - Poster Sessions
- Second-tier listing on the exhibitor page. Custom exhibitor "booth" to showcase your company's logo, description, contact details, up to 3 promotional videos and hyperlinks, and other product and service collateral.

- List of attendees following the event.
- Recognition in one event platform announcement alert (including call-to-action), and in two posts from official NMCS Social Media feed on Facebook and Instagram. Sponsor may provide verbiage subject to approval.
- Three complimentary conference registrations.
- Company logo featured on the conference website with hyperlink to your company's site.
- Special recognition throughout the conference, including second-tier placement and listing on virtual event site.
- Lead information post event.

#### Exhibitor \$1,000

- Sponsorship of one roundtable session. Your logo will appear on one virtual roundtable during the event.
- Listing on the exhibitor page. Standard exhibitor "booth" to showcase your company's logo, description, contact details, and other product and service collateral.
- Two complimentary conference registrations.
- Company name featured on the conference website with hyperlink to your company's site.
- Recognition throughout the conference, including placement and listing on virtual event site.
- Lead information post event.

## How to Sponsor or Exhibit

Please complete the [online application](#). Upon receipt of your application, we will contact you with payment instructions and detailed next steps.

Full payment is required within 10 business days of application for sponsorship and absolutely no later than Friday, Dec. 17, 2021.

For more information about sponsorships, please contact:

Wendy Peters

[wendypeters.nmcs@gmail.com](mailto:wendypeters.nmcs@gmail.com)

937-654-0153